CrowdSourced Testing

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Overview

- What is Crowdsourced testing?
- Traditional testing vs Crowdsourced testing
- Who is the Crowd?
- Who uses the Crowd?
- What can be tested and how?
- Case Studies
- How can I use the Crowd?

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What is Crowdsourced Testing?

- Obtaining Testing Services from a large global community of testers
- One of the fastest growing world-wide trends
- It's real testing, using real devices, in real time
- Utilises Cloud based platforms for managing distributed teams of testers

A number of Testers, in a number of places, connected by a Cloud platform.

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Why Crowdsourced Testing?

- **SPEED:** Faster test cycles, faster team ramp up, no holding costs
- **COVERAGE:** Greater test coverage across devices, platforms and operating systems
- **TEST WHAT IS REAL:** Tested by real users with real devices, platforms, networks, and locations in real time
- **ACCESS TO TALENT:** 100,000+ Crowdsourced Testers globally in our network
- **DETECTION OF DEFECTS**: Increase in defect detection rates
- **LOWER COST:** 50 to 70% cheaper

Double the coverage, half the cost, half the time

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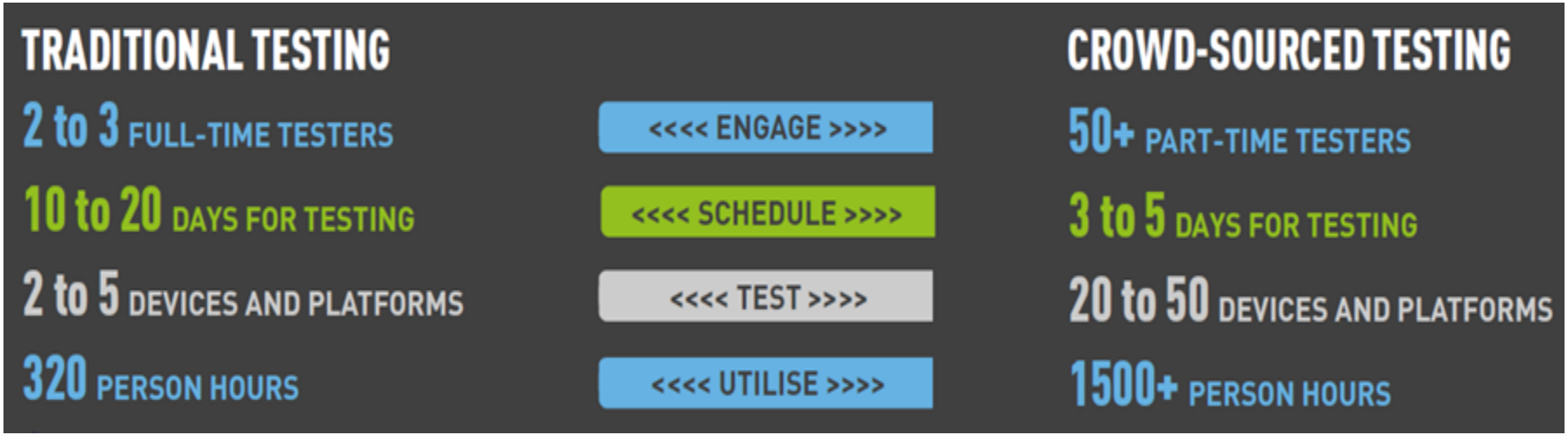
Traditional testing Vs. Crowdsourced testing

How Traditional testing compares against Crowdsourced testing



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Who is in the Crowd?

- **They are Specialist Testers:**
  - Full-time/Part-time/Casual/Overtime
  - Contractors between jobs
  - Graduates
- **They are Users:**
  - Seasoned industry professionals & Subject Matter Experts (SMEs)
  - General public users
- **Located:**
  - Onshore & overseas
  - Developed & developing countries

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Crowdsourced Testing Customers

Banking, Insurance, Financial Services

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Crowdsourced Testing Customers

Retail, eCommerce, mCommerce, FMCG

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Crowdsourced Testing Customers

Media & Entertainment

Telecom, Internet & Utilities

Digital Marketing, Social Networks & Analytics

Crowdsourced Testing Customers

Software, ICT & Information Services

Microsoft

Google

INTUIT

skyhigh

ABP

Diduce

AIM
Advanced Information Management

Mindtree

Cerner

GENPACT
INTELLIGENT ENTERPRISES POWERED BY PROCESS

STC third Eye

Automobiles / Manufacturing

Audi

Consumer Electronics

PHILIPS

Travel

anwb

Education

Youscience

Public Sector

Met Office

Charity / NGO

RNIB

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Most Suitable Applications

Public facing, customer facing, supplier facing, and user-centric

Mobile Apps

Web Applications

Cloud Based Applications

Enterprise Systems

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Most Suitable Test Types (Agile or Waterfall)

- Functional Testing / Regression Testing
- Usability Testing
- Cross Browser / Cross Device Testing / Compatibility Testing
- Exploratory Testing
- Production Verification Testing – Alpha Testing & Beta Testing
- Performance Testing
- Security Testing
- Static Testing

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Can Crowdsourced Testing Replace Traditional Testing?

In most cases, No

- CST is Complementary traditional testing,
- On site testers work directly with project team to define and deliver requirements, focus on changes in current build
- CST focus on regression testing and coverage
- A good solution is to integrate outsourced or in-house testing with crowdsourced testing

In some cases, Yes

- Complete Outsourced CST works when:
- Development and functional testing is completely outsourced to Vendor.
- No internal or independent testing capability or budget for test resources

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Crowdsourced Challenges

- **Security Challenges:**
  - Tester identification
  - Connectivity (eg. VPN)
  - Commercial sensitivity

- **Operational Challenges:**
  - Selecting the right testers
  - Setup and briefing testers
  - Execution management
  - Defect validation and prioritisation
  - Reporting

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Case Study 1

AMP

Application Type

- Personal Banking website (www.amp.com.au)

Test Types Deliverables

- Functional exploratory testing (guided)
- Usability testing
- Cross browser / Cross device / Compatibility testing

Key Results

- Ramped up to 49 Australian testers in less than 48 hours
- **Speed**: 80% of testing complete within two days
- **Total duration**: Entire test cycle and reporting completed in five days
- **Coverage**: 25 different device/browser/OS combinations
- 200 valid defects found and fixed before deployment

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Case Study 2

Village Roadshow

VILLAGE ROADSHOW LIMITED

Application Type

- Promotional website (www.paperplanesmovie.com.au)

Test Types

- Functional exploratory testing
- Cross browser / Cross device / Compatibility testing

Key Results

- Ramped up to 63 testers in less than six hours
- 130 defects supplied to the client 18 hours after taking the brief
- **Total duration**: Entire test cycle and reporting completed in five days
- **Coverage**: 24 different device/browser/ OS combinations
- 155 valid defects found and fixed before deployment

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Case Study 3

Wet n Wild

Application Type

- eCommerce website (www.wetnwildsydney.com.au)

Test Types

- Functional exploratory testing (guided)
- **Scripted testing**
- Regression testing
- Cross browser / Cross device / Compatibility testing

Key Results

- Ramped up to 40 Australian testers in a few hours
- **Speed**: 90% of testing complete within two days
- **Total duration**: Entire test cycle and reporting completed in five days
- **Coverage**: 27 different device/browser/ OS combinations
- 93 valid defects found and fixed before deployment

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Case Study 4

Crown Casino Melbourne

Application Type

- E-commerce and marketing portals (CrownPerth.com.au and CrownMelbourne.com.au

Test Types Deliverables

- Functional exploratory testing (guided)
- Functional test case execution
- Usability testing
- Retesting of defect fixes
- Regression testing
- Cross browser / Cross device / Compatibility testing
- E-commerce testing

Key Results

- Ramped up to 140 testers from 18 countries in less than 24 hours
- 1200 test case execution results
- Over 650 bugs found and validated within 72 hours
- **Hybrid delivery**: our crowd-testers and onsite consultants worked seamlessly with Crown's in-house QA team and third-party developers
- Onsite Test Management and Analysis
- **Speed**: Multiple Cycles - 80% of testing complete within three days of each cycle starting
- **Cost-savings**: over 50% compared to traditional testing
- **Coverage**: combination of over 50 different devices/ browsers/operating systems

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How can I use the Crowd

- Its is really quite simple:

- As a Tester
  - Fill out information about yourself and devices you have, what industries you are interested in simply wait to be invited to a project.
- As a Client
  - Fill out a questionnaire that covers all the requirements of your project, the type of crowd and devices configuration you want tested and leave the rest to us.

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Questions…

Thank you

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